c) spreading a substantially constant thickness of the coating material onto the surface and allowing the coating material to set to form the coated medium.

11. The method of claim 10, wherein the binder is an adhesive.

12. The method of claim 10, wherein the ferromagnetic component is iron oxide, and a ferromagnetic fill of the coated surface ranges between 200 and 850 grams of iron oxide per square meter of coated medium surface.

13. The method of claim 10, further comprising magnetizing the ferromagnetic component of the coating material so that the coated material remains magnetic after the magnetizing step.

14. The method of claim 13, wherein the magnetizing step occurs before the coating material sets, and a magnetizing magnetic field used for the magnetizing step is strong enough to orient the ferromagnetic component in the coating material before the coating material sets.

15. A coated medium comprising

a) a medium having a surface, the surface capable of receiving a substantially and regularly spread coating material; and

b) a coating material as a mixture of a binder suitable for being spread substantially regularly over the surface of the medium and a ferromagnetic component, the coating material spread substantially and regularly over at least a portion of the surface.

16. The coated medium of claim 15, wherein the binder is an adhesive.

17. The coated medium of claim 15, wherein the binder is a paint.

18. The coated medium of claim 16, wherein the adhesive is a hot melt adhesive and the mixture comprises two parts by weight of hot melt adhesive and six parts by weight of iron oxide as the ferromagnetic component.

19. The coated medium of claim 15, wherein the ferromagnetic component is permanently magnetized.

20. An apparatus for coating a medium comprising:

a) means for mixing a binder suitable for being spread substantially regularly over a surface of the medium and a ferromagnetic component to form a coating material; and

b) means for substantially and regularly spreading the coating material onto the surface of the medium and for allowing the coating material to set.

21. The apparatus of claim 20, further comprising means for magnetizing the coating material so that the coating material remains magnetic after the magnetizing step.

22. The apparatus of claim 20, further comprising means for magnetizing the coating material so that the coating material remains magnetic after the magnetizing step, the magnetizing means having a magnetic strength to orient the ferromagnetic components of the coating material before the coating material sets.

23. The method of claim 10, wherein the medium is one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls.

24. The coated medium of claim 15, wherein the medium is one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls.

25. The method of claim 10 wherein the medium is a card or paper or wallpaper.

26. The coated medium of claim 15, wherein the medium is a card or paper or wallpaper.

27. The method of claim 10, wherein the binder is a paint.